

The REEL JOURNAL

The Film Trade Paper of the Southwest



PATHE EXCHANGE, Inc.

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There they are, gentlemen, the two biggest comedians in the business. You can get 'em both in Pathe comedies for your all-comedy program. What a combination! What drawing power for your theatre! Make "Laugh Month" every month at your theatre.

Laugh -

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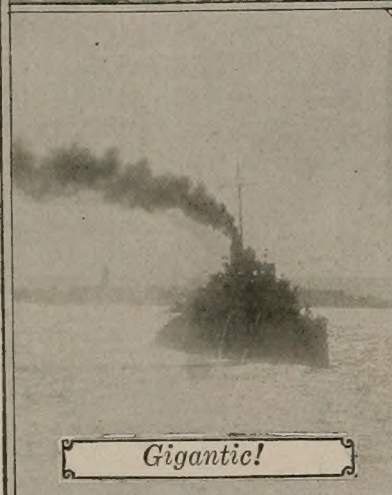
The Mirdin



Fantastic!



Romantic!



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Enticing!



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Dynamic!



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Adorable!

A
DIMITRI
BUCHOWETZKI
Production
with
Laura La Plante
Pat O'Malley
GEORGE SIEGMAN
RAYMOND
KEANE



Again Overseating

In further commenting on the problem of over-seating, which is worrying some exhibitors and merely serving as an impetus to waken up showmanship in others, there are many ways to look upon this matter.

Someone once said that competition is the life of trade. And ever since, it seems, in many lines of business this statement holds true.

Take the chain grocery store, for instance, and the chain drug store. In every large city and in many small ones, these stores have entered into communities, where merchants who had been operating for years, saw certain disaster for themselves. The competition in prices was a big fear—but merely the thought of “more stores than were needed in the neighborhood” was dominant in the fears of the older merchants. They couldn’t see how they could all last, even without price competition. There didn’t seem to be enough business in the neighborhood for all of them. But, somehow, they are still in business and doing nicely.

Kansas City is overseated and so is St. Louis. But the opening of the new state highway a few days ago should greatly relieve the situation. Kansas City’s drawing population is not within its city limits, nor is that of St. Louis.

The new road is bringing many people to these two cities from many miles around, and they’ll come back again. The same condition exists in other parts of the country. Overseating is a serious problem, but it should be only a temporary one. Its solution rests somewhat with the general good roads movement and with the exhibitors themselves. Showmanship should assert itself somewhere along the line. Good showmanship like good merchandising, brings two patrons to the box-office where only one came before.

MISSOURI GOVERNOR ADOPTS 10 PER CENT AMUSEMENT TAX PLAN

M. P. T. O. and Others Affected Contemplate Combined Counter Action.

Missouri exhibitors, as those of every other state, have had many legislative wars, but Monday dawned upon what promises to be the bitterest fought theatrical-political battle in the annals of the “Show Me” state.

A ten per cent amusement tax on admittance to theatres and other places of amusement was adopted as part of Governor Baker’s proposed constitutional amendment, establishing separate methods of state educational institutions and public schools. The amendment includes another so-called “luxury tax” in a levy of ten per cent on the sale price of all cigarettes, cigars and other forms of manufactured tobacco.

Inclusion of the amusement tax was agreed at a conference of Governor Baker and several state officials. The revised form of the amendment will be submitted to Baker’s committee in charge of the amendment at a meeting at Jefferson City, state capital, next week.

This announcement means nothing more or less than a huge combine of the M. P. T. O. Kansas-Missouri, all sporting goods concerns, baseball interests and tobacco manufacturers to fight the proposed legislation. Such a combine has not yet been formed, but in the opinion of theatre owners it is inevitable.

“Such a ‘nuisance tax’ is an insult to the activity of Missouri exhibitors during the recent war,” said C. E. Cook, business manager of the M. P. T. O. Kansas-Missouri. “We carried the load of a tax then and freely gave up our screens to aid every good cause which came along. We are forced to pay city, county and state taxes which now are high enough. If such an unjust piece of legislation should be passed it will mean disaster for Missouri exhibitors. I do not say ‘disaster’ for the mere effect of the thing, but I mean just that—ruination. The smaller exhibitors cannot stand it. The larger theatre will be forced to saddle the increase upon the public, which always is the ‘goat’ in such type of legislation.”

“It’s self-evident enough that officials behind such a proposed law know as much about the status of the motion picture industry in Missouri as they do about the Einstein theory,” asserted Adolph Eisner, former president of the M. P. T. O. of Kansas City, and now manager of the Circle Theatre here. “It’s just a case of grabbing money without having the slightest idea of the fairest and best direction in which to do the grabbing. The public is not being deceived. It knows who will do the paying. It also knows who does the voting on election days. If a group of men seek to hang themselves, it’s their neck, not mine.”

A meeting of the M. P. T. O. Kansas-Missouri officials probably will be called within the next day or so to decide what tactics are to be pursued.

PAINT THE CORNERS WHITE!

One of the boards of trade is trying out a plan of assisting exhibitors who return film to exchanges in partially destroyed or mutilated condition.

The Motion Picture Producers and Distributors of America, Inc., have a man calling upon each exhibitor in the territory who has been returning film to exchanges in poor condition.

He is trying to help them determine where the trouble lies.

Most distributing branches are kept immaculately clean.

Litter of one kind or another found in corners in certain businesses is not tolerated by exchange managers or employees.

Where conditions permit it is recommended that the corners in film departments be painted white. This is a practice which works splendidly in certain quarters. It keeps things out of corners which should not be there. It helps keep the entire room perfectly clean.

Every foreign substance is instantly seen in a room where the corners stand out white.—From Fire Alarm.

Joe Levy Named Head of K. C. Warner Office

Joe Levy, widely known in this territory through former connections with exchanges here, this week became the Kansas City manager of the Warner Bros. Exchange, succeeding Louis Reichert, who has been transferred to the Washington, D. C., branch.

Since leaving here three years ago, Mr. Levy has been connected with the Chicago Fox office in the capacity of special representative. He was formerly connected with Fox here, and also the old Richards and Flynn Company.

Garden Opens With First Run Picture Presentation

A. L. Greene, formerly of Goodland, Kas., and C. F. Case, a Kansas City man, have opened up the old Garden Theatre, Thirteenth and McGee streets, as a first-run motion picture house. It is understood a lease has been granted the new management by the Davidson estate, owners of the building.

An orchestra will be installed shortly, and the policy will be first class picture presentation, according to the new managers. “Thank You,” the Fox version of the John Golden play, was the feature this week.

Under Jack Roth’s management, the Isis continues to “step out.” Recently an orchestra was installed, and this week Archer Palmer and his “Revellers” from Chicago was billed as a week’s attraction.

\$64,520.75—ONE WEEK WITH "HIS SECRETARY!"

HELD over for second big week

AT the Capitol Theatre, New York City

BEATING the great record of "Never the Twain"

NORMA Shearer is just one of M-G-M's big draws

"His Secretary" is just one of M-G-M's big hits

IT'S TRUE ON BROADWAY—and
IT'S TRUE ON MAIN STREET

1926 IS POSITIVELY *ANOTHER*
METRO-GOLDWYN-MAYER
YEAR!

MIKE
IT'S A RIOT!

WATCH

Metro-Goldwyn-Mayer

The Talk of the Industry

W. A. SCULLY
Resident Manager
3332 Olive St.
St. Louis Mo.

J. E. FLYNN,
District Manager

C. E. GREGORY,
Resident Manager
1706 Wyandotte
Kansas City, Mo.

"Horseshoe Luck"

A Romantic Tale of the Wild West

featuring the inimitable
western star---

J. B. Warner

HERE'S WHAT THE PRODUCER THINKS OF "HORSE SHOE LUCK"

Every exhibitor knows that when I personally sponsor a picture, it must be big league in every respect and I do not hesitate to state that "Horse Shoe Luck," is one of the very best pictures ever turned out by my organization. I sincerely believe it will be a real profit producer for every exhibitor who plays it. It is of the high Sunset Standard of Excellence.

ANTHONY J. XYDIAS,
President Sunset Productions.



And Here Are 3 More Warners—

**"THE COVERED TRAIL," "BEHIND TWO GUNS"
"THE LONE FIGHTER"**

*Here, Mr. Showman, Are Pictures With That
Money-Making Punch!—Book 'Em Now.*

Check the Pictures You Are Interested In

Enterprise Dist. Corp.,
111 West 18th St., K. C., Mo.

I have the following dates open.....

Please quote me, without obligation on my
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☐ "Horseshoe Luck" ☐ "Behind Two Guns"
☐ "Covered Trail" ☐ "The Lone Fighter"

Name..... Theatre.....

Town..... State.....

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UNIVERSAL ANNOUNCES FIRST HALF-YEAR'S JEWELS

Seventeen Big Pictures Scheduled for Release
Before Next August.

Seventeen big Universal Jewel productions are to be released by Carl Laemmle's organization during the current half year, it was announced this week at the Universal home office, 730 Fifth Avenue, New York City. The releases beginning with "The Little Giant," released January 3rd, and ending with the "The Phantom Bullet," to be released July 11th, constitute the second half of the Second White List and conclude the Jewel releases for the 1925-1926 season.

The new release schedule includes four pictures for January, two for February, three for March, two for April, three for May, two for June and one for July.

Inspired by the success of the early season pictures aforementioned, the Universal heads went to extra efforts to get Grade "A" material for the second half-year's pictures. These new releases represent the pick of the American literary field. Included in the list of authors are such writers as William J. Locke, Hugh McNair Kahler, Aaron Hoffman, William McLeod Raine, B. M. Bowers, Nina Wilcox Putnam, Joseph Arthur and A. C. Wheeler, Albert Chevalier and Arthur Shirley, Henry Irving Dodge, George Broadhurst, Byron Morgan, and such popular screen authors as Ralph Spence, J. G. Hawks, Edward Montague, Charles A. Logue and Edward Sedgwick.

To put their stories into screen form, Universal marshalled a corps of the industry's leading directors. Among the list of well-known directorial figures who were responsible for the completed pictures in the new group of Universal Jewel are: Charles Brabin, Svend Gade, Harry Pollard, Herbert Blache, Lynn Reynolds, Laurence Trimble, William Seiter, Edward Sloman, Edward Laemmle, Edward Sedgwick, Clifford Smith and others.

The releases include three Jewels starring Reginald Denny, one each for Laura La Plante, Mary Philbin, House Peters, four starring Hoot Gibson, two for Norman Kerry, one co-starring Virginia Valli and Pat O'Malley, one with Glenn Hunter, and three all-star productions, one of which has May McAvoy, and Pat O'Malley in the leading roles.

The first Universal release of the New Year is "The Little Giant," (Jan. 3), a screen adaptation of Hugh McNair Kahler's Saturday Evening Post story, starring Glenn Hunter and directed by Will Nigh.

"The Arizona Sweepstakes," a Hoot Gibson Jewel, is marked for distribution January 10.

"Stella Maris" (Jan. 17), a superb screen adaptation of William J. Locke's famous novel, with Mary Philbin in the starring role, is the third Universal release for 1926.

"What Happened to Jones," the first Reginald Denny picture for 1926, follows, being released January 31st.

"Under Western Skies," the February 7th Jewel release, is a super-western, starring Norman Kerry.

Laura La Plante's first 1926 Jewel is "The Beautiful Cheat," adapted by A. P. Younger from the popular Saturday Evening Post story by Nina Wilcox Putnam.

On March 1st, in ample time for exploitation as a St. Patrick's Day offering, will come "The Cohens and Kelleys," a humorous comedy drama made by Harry Pollard from Aaron Hoffman's stage play "Two Blocks Away." This production features George Sidney and Charles Murray. Vera Gordon has an important role.

"The Man in the Saddle," a Hoot Gibson production, which will reach the screen March 14th.

"Combat," the next release, is a House Peters picture, made from an original screen story by J. G. Hawks and Edward Montague.

Then comes "Watch Your Wife," a Jewel co-starring Virginia Valli and Pat O'Malley.

"Skinner's Dress Suit" (April 18), the great Reginald Denny comedy based on Henry Irving Dodge's famous story, is next on the Universal schedule. Laura La Plante is co-starred with Denny in this picture.

On May 2nd, Universal will release "The Still Alarm," the latest thriller produced by that company. William Russell and Helene Chadwick play the principal roles, with Edna Marian and Edward Hearn in the chief supporting parts.

Following "The Still Alarm," Universal will release another Hoot Gibson picture, "Chip of the Flying U" (May 9), directed by Herbert Blache. Virginia Brown Faire has the principal supporting role.

On May 23rd, "My Old Dutch" will be released. May McAvoy, Pat O'Malley and Jean Hersholt are featured.

The first June release, to reach the screen June 13th, will be "The Love Thief," a Norman Kerry picture. The second June release, set for June 27th, will be another Reginald Denny picture, "Rolling Home."

"The final 1925-1926 picture on the Universal Jewel schedule will be "The Phantom Bullet," a Hoot Gibson production adapted from "Click of Triangle T," a novel by Oscar J. Friend.

"SKYROCKET" INTO MOSS' COLONY.

"The Skyrocket," Associated Exhibitors' big special starring Peggy Hopkins Joyce, has been booked into B. S. Moss' Colony Theatre, Broadway, New York, for an indefinite run, beginning Sunday, January 24th, according to Frank Cassil, local manager. This production, first shown to the trade in the grand ball room of the S. S. Leviathan on January 7th, brings to the screen an internationally famed personality and will give movie goers their first glimpse of one of the most renowned beauties of the age.

Mr. Exhibitor: Ask at the Film Exchanges
for the



It's little to ask for, but it's the only
reliable aid you can give your musicians
to help put the picture over.

J. W. QUILLAN, Enterprise Official, In Visit Here

Sees Big Year for Independents in Coming Months.

J. W. Quillian, vice-president of Enterprise Distributing Corporation, who was here this week, was optimistic over prospects for 1926 being a great year for the independent producer and distributor. He reported that his company had enjoyed good business during 1925.

Quillian does not appear to be concerned over the producer-owner theatre situation. He declared that his company's business was in releasing high grade Western and stunt and action pictures in the smaller theatres. And they're making more money with them day in and day out than they are with some of the big specials, he declared.

Concerning coming product, Mr. Quillian was elated over the Bernarr McFadden group which Enterprise is to release. "I believe these pictures will have more advance advertising and publicity in the McFadden magazines than any product on the market," he said. The first of the group, "The Wrongdoers," with Lionel Barrymore, was released this week.

He also referred to three coming pictures from Bill Mix, to be released in coming months. Mix is becoming a featured star in westerns, was his opinion.

Mr. Quillian left Tuesday night for Omaha, where he will visit the Omaha branch.

GLOBE DRAWS BIG BUSINESS WITH "MADAME BEHAVE," P. D. C.

Although it rained all day, the Globe Theatre, first run in Kansas City for P. D. C., played to capacity houses all day on the premiere of "Madame Behave," the Christie special comedy starring Ann Pennington and Julian Eltinge.

The picture was played in conjunction with a double bill, the other feature being a stock presentation of "Aunt Amy Arrives," featuring Loie Bridge.

"Madame Behave" has played to good business at the Garden Theatre, Garden City, Kas., and the Fotosho Theatre, Neosho, Mo., according to reports reaching C. A. Schultz, Kansas City manager for P. D. C.

20 Years an
Exhibitor



The
Friendly Hand

M-G-M Will Release Four Films in February

Metro-Goldwyn-Mayer has announced an imposing group of releases for the month of February. The four pictures scheduled for early release in the next month are, "The Auction Block," "The Devilkin," "Money Talks" and "Ibanez Torrent."

The releases during January of "Soul Mates," an Elinor Glyn story, directed by Jack Conway, and featuring Aileen Pringle, and Edmund Lowe of "Dance Madness," a story by S. Jay Kaufman, directed by Robert Z. Leonard, featuring Conrad Nagel and Claire Windsor, and of Lon Chaney's "The Blackbird," a thrilling story of the London underworld written and directed by Tod Browning, as well as the following February releases, are an auspicious beginning for the new year, according to C. E. Gregory, local manager.

"The Auction Block" has been adapted from the famous Rex Beach novel of the same name. Charles Ray and Eleanor Boardman have the leading roles.

Another widely read, American author, Rupert Hughes, has contributed "Money Talks."

The lovely Norma Shearer is the star in the "Devilkin."

Blasco Ibanez's famous novel, "The Torrent," has been made by Monta Bell into an exceptionally fine screen drama, entitled "Ibanez Torrent." Greta Garbo and Ricardo Cortez have the leads.

METRO-GOLDWYN SIGNS CHANEY ON LONG TERM CONTRACT.

Last week Louis B. Mayer, vice-president in charge of production for Metro-Goldwyn-Mayer, announced his organization had exercised the option which extends Lon Chaney's contract and that the popular star would be with the company for some long time to come.

Mr. Mayer likewise announced that plans were now being perfected whereby Chaney would appear in a series of notable productions which will afford him even greater opportunities than he had in such pictures as "The Unholy Three," "The Tower of Lies" and his latest, "The Black Bird," released January 11.

20 Years an Exhibitor



The Friendly Hand



Does an exhibitor know anything about the cabbage industry? Adolph Eisner, former president of the M. P. T. O. Kansas City, and manager of the Circle Theatre, believes not, but he couldn't convince a circuit court judge of that fact this week. Mr. Eisner was summoned for jury service. The case involved a delayed carlot shipment of cabbage. A dozen or more farmers were discharged from jury service, but they kept Adolph. And Claudia, the good wife, worked harder than ever as first assistant manager.

An arrangement is nearing completion whereby C. E. Cook, business manager of the M. P. T. O. Kansas-Missouri, will enter into contract with one of the largest retail stores in Kansas City for the showing of slides. The move is an effort on the part of the exhibitors to create a reserve fund in the treasury.

Conrad Gabriel, of the Garden City Amusement Company, Garden City, Kas., was a Movie Row visitor this week.

Edward Wagoner, home office representative for Producers Distributing Corporation, held a sales meeting at the local branch this week.

The C. H. Stebbins Picture Supply Company reported this week the sale of Motiograph projectors with Motiograph reflector arc equipment to the following theatres: Two Motiographs to the Ashland Theatre, Kansas City; two to the Westport Theatre, Kansas City, and two to the Parsons, Kas., school board, which were installed in the new auditorium of the \$500,000 high school.

C. F. Senning, Educational manager here, reported this week the sale of all Kinogram's product for 1926 and all Educational product to the Consolidated Amusement Company of Wichita, comprising the Miller, Palace, Orpheum and Wichita Theatres. The deal was just recently closed.

Police officials are working on a clew this week that recent robberies in the film district have been executed with the help of a group acquainted with the district. Saturday night, thieves broke into the Film Inn and got \$35 from the safe. Recently, A. H. Chaffee, First National cashier, was held up and robbed of the week's payroll, and later the safe of the local Educational office was entered and \$30 stolen. Film men believe, too, that the source of the crimes is not far from the Movie Row district.

Harvey Day, general manager of Kinograms, visited his old friend, Stanley Chambers at Wichita last week while on a trip in this territory. It was the first time the two had seen each other in 20 years.

E. C. Rhoden, Midwest Film Distributor's head, was also a territory visitor.

Lloyd Willis, special representative for Warner Bros., was here this week helping Joe Levy, new manager, get lined up on sales prospects in this territory.

Among the visiting showmen in this week were: Ensley Barbour, Joplin; J. H. Bunch, Strand, Osage City; Ben Jevy, Joplin; C. L. McVey, Herington, Kas.; and Harry McClure, Strand, Emporia, Kas.

C. F. Senning, Educational manager, packed his grip and left on a territory tour this week.

Mr. Koeppler, a salesman for United Artists, has announced that he has taken over the Beyers Theatre at Excelsior Springs and will reopen the house on March 1.

D. J. McGowan, special representative for First National, held a sales meeting with the Kansas City boys this week. First National Month, which closes next week, represents the best representation the company has ever had here in a sales drive, according to W. E. Callaway, district manager.

C. W. Rodebaugh has returned to the film business after several years with the United States Chamber of Commerce. "Rody," as he is popularly known, will be a salesman for the Independent Film Corporation.

Universal Revives "Outside the Law"

"Outside the Law," starring Lon Chaney and Priscilla Dean, is to be revived, according to Harry Taylor, local branch manager for Universal. Mr. Taylor states in this connection that this production was recently given a test run at the Cameo Theatre, Pittsburgh, Pa., where it played to a large gross business exceeded only by "The Phantom of the Opera."

New prints and new advertising accessories will be available on "Outside the Law."

CHADWICK WILL SOON START BIG HORSE RACE PHOTODRAMA.

I. E. Chadwick, president of Chadwick Pictures Corporation, is making preparation to start production on "Winning the Futurity," a melodramatic horse race story, which will be released immediately on completion. It is expected that twelve weeks will be required to finish the production, according to E. C. Rhoden, Kansas City distributor.

Cullen Landis, a popular, young star, will play the leading role.

Producer-Theatres Are Admitted Into M. P. T. O.

Local Organization Will Discontinue
Service to Non-Members.

The doors of the M. P. T. O. Kansas-Missouri are to be thrown open to managers of producer-owned theatres.

Exhibitors who are non-members of the M. P. T. O. K-M. in the future will receive no representation, or even interest, of exhibitors who are members of the Kansas City Joint Board of Arbitration.

Those two questions, and others, were settled at a meeting of the board of directors of the Kansas-Missouri body in Kansas City Tuesday. The date of the next convention, which probably will be in Topeka, Kas., or Wichita, Kas., in April, was left to a committee composed of A. F. Baker, Electric Theatre, Kansas City, Kas.; Jay Means, Murray and Prospect Theatres, Kansas City Mo.; R. R. Biechle, Osage Theatre, Kansas City, Kas., and C. E. Cook, business manager of the exhibitor organization.

While the resolution adopted, favoring the admittance into the organization of managers of producer-owned theatres, does not become effective until the by-laws are changed at the next convention, the work remaining to be done is little more than routine. As to voting power, producer-managers will be on the same basis as all members, virtually the only exception being that no producer-owned manager will be eligible to hold office.

The arbitration board stand is the outgrowth of long agitation. John Corcoran, Midway Theatre, Kansas City, Kas.; Frank Amos, Westport Theatre, Kansas City, Mo., and L. J. Lenhart, Roanoke Theatre, Kansas City, Mo., exhibitor members of the arbitration board, will continue to sit on the board in hearing cases of non-members, but that is all.

It also was decided at the meeting that the association will obtain an attorney, who will act as counselor and represent the M. P. T. O. K-M. in all legal matters, to be retained on an annual retainer fee basis. R. R. Biechle, president, and A. F. Baker, member of the board of directors, were appointed to select the attorney.

Approval in no uncertain tone was voiced at the meeting of the tie-up with P. D. C. last month, known locally as "Exhibitors' Month," in which the M. P. T. O. K-M. received a percentage of all P. D. C. product sold during the month, the exhibitors aiding in obtaining bookings.

WALLACE BEERY HERE.

"This is home," said Wallace Beery, screen star, as he arrived in Kansas City Monday.

And his biography promptly was reviewed by daily newspapers. He was on his way to Algiers, Africa, where the scene of his next picture, "Beau Geste," will be laid.

Construction Work on Loew's Midland Theatre, Called Kansas City's Finest, to Start in April.

Actual construction work on the new Midland Theatre will start in April as soon as building on the north side of Thirteenth street between Main and Baltimore can be cleared away, it has been announced by the Midland Theatre and Realty Co., who with Loew's, Inc., will build the big house.

The theatre entrance will be on Main street, and this side of the building will be five stories high, and four stories on Baltimore avenue, due to a difference in grade. High class shops will flank the building on the three street sides with offices above.

Preliminary plans of the mammoth

theatre indicate that it will be one of the finest in point of construction and architectural beauty in the country. The total cost of ground and building will be in the neighborhood of \$4,000,000. The theatre will seat 4,000, entrance to be through a magnificent lobby three and one-half stories high. The orchestra pit will be provided with a lift, that will bring a 50-piece orchestra into view of the audience while playing. Another convenience will be elevators from lobby to mezzanine and balcony levels. The total street frontage of the building on Main, Thirteenth and Baltimore will be 553 feet.

LARRY SEMON IN FEATURED ROLE IN "SPUDS," FOR PATHE.

Larry Semon's second starring vehicle under the Pathe banner will be an adaptation of "Spuds," a hilarious comedy written by John A. Moroso for Everybody's Magazine, according to a Pathe announcement this week.

As Semon has cast aside exaggerated make-up and clowning and is playing his roles straight, the title role in "Spuds" affords him an ideal vehicle. He played his part in "Stop, Look and Listen" straight, and the Pathe officials were very much pleased with his characterization.

"Stop, Look and Listen," Semon's first Pathe picture, will be released on January 31.

NEWMAN TO CHANGE POLICY.

The Newman Theatre, Kansas City Paramount house, will start a change of policy, beginning January 30. Instead of showing a new picture on Sunday, the change will be on Saturday. The change is to be made largely to accommodate John Murray Anderson Revues, musical and dance acts, produced in New York and first featured at the Rivoli Theatre there before being sent westward.

*A fantasy in colors—of exquisite beauty—that
will bring the "ohs" and "ahs" anywhere*



Edw. Hammond

Presents

"MARIONETTES" with Hope Hampton

DIRECTED BY HENRI DIAMANT BERGER

COLOR PHOTOGRAPHY BY TECHNICOLOR PROCESS

"Marionettes" is a Short Feature that will be the true feature of most programs on which it appears. It is a novel and beautiful picture that will pay you handsome Added Profit if you advertise it.



Independent Film Corp., K. C., Mo.
Distributed by

KANSAS CITY
C. F. Senning, Resident Mgr.
130 W. 8th St.



ST. LOUIS
S. J. Hankin, Resident Mgr.
3334 Olive St.

Pathe and Sennett Sign New Releasing Contract

New Deal Involves Millions and Covers
Term of Years.

A memorable step in the production and distribution of short-feature comedies was taken this week in the closing of an important contract between Pathe Exchange, Inc., and the Mack Sennett Studios.

The contract just consummated provides for the production and release of 52 two-reel comedies per year over a period of several years. This schedule calls for substantial increases in production costs to assure the highest calibre talent and material available in the way of stories, direction, cast and production effects.

In his statement announcing the new contract, Elmer R. Pearson, vice-president and general manager of Pathe Exchange, Inc., strikes the keynote of Pathe's campaign to establish its short-comedy output on a plane of quality with the finest feature productions on the screen, as instanced by its recent contract with Hal Roach and the deal just closed with Mack Sennett.

"The production cost under the new contract is increased by from 25 per cent to 50 per cent over our previous arrangement," states Mr. Pearson in commenting on the new Mack Sennett contract. "The entire transaction involves several hundred productions and several millions of dollars."

The return of Ben Turpin in a series of two-reelers is a high-light of the announcement just released, as is also the inauguration of a series of domestic comedies depicting the diverting mishaps of the "Smith Family," with Raymond McKee and Ruth Hiatt as Mr. and Mrs. Smith. Another important point is the listing of several Harry Langdon comedy specials which promise to be box-office attractions of the highest type.

Five series of two-reel comedies as well as the Harry Langdon specials are listed. The Alice Day and Ralph Graves starring series as well as the Mack Sennett brand of two-reelers will be continued.

SELECT CHARLES EMMETT MACK FOR "THE UNKNOWN SOLDIER"

Charles Emmett Mack, according to announcement by Renaud Hoffman, has been chosen for the title and stellar role in "The Unknown Soldier," to be released by Producers Distributing Corporation.

"The Unknown Soldier" is the pet brainchild of Renaud Hoffman, creator of "Not One to Spare," "Off the Highway" and other noteworthy subjects. For two years Hoffman has been developing "The Unknown Soldier," a story of international interest, and it is predicted that the picture will exert a powerful appeal as a poignant post-war document. Production has been started.

WARNER THEATRE, N. Y., ABANDONS CONTINUOUS PRESENTATION.

With the opening of the world premiere run of John Barrymore in "The Sea Beast," January 15th, Warner Bros. put into operation new policies affecting almost the entire conduct of Warners' Theatre, New York.

For one thing, Warners will cease to be a continuous performance house.

A revised schedule of admission prices calls for an evening top price of \$2 and an afternoon top of \$1.00. Evening prices for all picture will be \$1, \$1.50 and \$2, and matinee prices fifty cents and a dollar.

F. N. TO MAKE PUPPETS.

A. L. Rockett, who was recently elevated to the rank of a production manager by First National, has selected "Puppets," a stage play by Frances Lightner, as his first picture to be made under the First National banner.

Milton Sills will be cast in the starring role and production will not be started until the completion of "Men of Steel," a First National "special" in which Sills is being starred. George Archibald will direct.

434 PATHE EMPLOYEES HAVE BEEN WITH FIRM 5 YEARS OR MORE.

Twenty-seven per cent, or 434, of approximately 1,600 employees have been with the house of Pathe for five years or more; while 353 Patheites have from five to nine years of service to their credit; 64 have from ten to fourteen years' record, and 17 have fifteen years or more of continuous service with Pathe. Edwin Stahl, St. Louis, was the only recipient of the ten-year award in this section.

ANOTHER K. C. GIRL IN MOVIES.

Billy Cassin, a former Kansas City girl, appears in the Metro-Goldwyn picture, "Sally, Irene and Mary," at the Newman Theatre this week. The management lost no time in getting a good plant in the Star on Miss Cassin's debut in picture. Her stage name is Joan Crawford, and she was recently selected as one of the Wampas stars.

F. B. O. Announces Sales Campaign During March

Colvin W. Brown, vice-president of F. B. O., in charge of distribution, announces that March will be known as F. B. O. Month. A concerted drive will be launched by the thirty-four exchanges of the company to bring the F. B. O. product to the attention of exhibitors and the public, with special stress laid on the four feature releases and six short subjects listed for distribution during the month.

This will be F. B. O.'s biggest sales drive.

The productions listed for distribution during March on which special emphasis will be laid are:

A Tom Tyler production, as yet untitled, scheduled for release on March 7. A romantic drama starring Evelyn Brent on March 8th, with "The Night Patrol," starring Richard Talmadge, on March 14th. "The Non-Stop Flight," a dramatization by Emory Johnson of the navy's recent historic hop to Hawaii, listed as an F. B. O. Gold Bond, will be distributed on March 28th.

The short subjects will include "The Go-Get-Her," and "And How!" episodes four and five of "Fighting Hearts," F. B. O.'s new series based on stories by Sam Hellman, in which Alberta Vaughn is starred. Two Bray cartoons will be released during March as well as "A Beauty Parlor," a Standard Fat Men comedy and "A Fraternity Mix-Up," a Blue Ribbon comedy starring Alice Ardel, both from the Joe Rock Studios.

U. S. History Exploited As Theme of '26 Pictures

History has the call for 1926 films, and the libraries are being scoured for subjects of epic sweep.

The tremendous success of "The Covered Wagon," "Abraham Lincoln" and "The Big Parade" has turned the producer's eye in a new direction.

"The Star-Spangled Banner" is now announced by Universal as on its schedule for big pictures of the year.

Its substance will be composed of events leading up to the writing of the national anthem by Francis Scott Key.

The same company has just completed "The Flaming Frontier," a super-special dealing with frontier events of the pony express days.

William Fox has in "Three Bad Men" a similar history epic and is preparing to picturize "What Price Glory," the World War play.

Paramount's "Old Ironsides" and "The Rough Riders" will reveal history and the militant life of Roosevelt.

Warner lists a historical spectacle which Lubitsch will direct and the Civil War play, "Shenandoah."

Metro-Goldwyn's "The Scarlet Letter," with Lillian Gish, will deal sweepingly with Puritan history.

20 Years an
Exhibitor



The
Friendly Hand

TRAILERS SELL SEATS
NATIONAL SCREEN SERVICE
YOUR MOST EFFECTIVE SALESMAN

First Nat'l Outlines Big Production Schedule

Several changes are announced in First National's Winner Group of pictures, owing to a development in the production plans of that company that make additional pictures of a special feature calibre available during the coming months. Robert T. Kane's initial contributions to the First National program, "The New Commandment," "Bluebeard's Seven Wives," and "The Reckless Lady," have proven such outstanding successes that he has been assigned to make five instead of four productions for the coming season. The fifth picture is as yet untitled and will be released June 27th.

There will be three Milton Sills pictures in the Winner Group, including "The Unguarded Hour," "His Partner's Wife" and "Puppets." One of the dates originally reserved for this star will be taken by "The Desert Healer," now being produced on the Coast by Marion Fairfax and Sam Rork. The Drury Lane melodrama, "Good Luck," will be produced by E. M. Asher for release in the Winner Group in place of "The Rose of Monterey," which will not be made.

Leon Erroll will make "The Lunatic at Large," scheduled for release July 25.

Selling plans are not yet definitely decided upon for Harry Langdon's first feature comedy "Tramp, Tramp, Tramp."

A. E. ISSUE 88-PAGE PRESS BOOK ON "SKY ROCKET."

Eighty pages of real exploitation and publicity on Associated Exhibitor's special, "The Sky Rocket," have been placed in a beautiful Tiffany cover press book, printed in gold, and the contents bound together with gold cord. A novel segregation of the contents has been employed which makes simple the task of locating instantly the particular information desired by the exhibitor. It is really ten ordinary press books in one.

The campaign book is printed in five "sky-rocketty" colors, and is a thing of genuine beauty in addition to the extreme utility that is its chief characteristic. After the introduction, synopsis, cost and an outline of its extraordinary box-office angles, there is a page of beauty articles in which Peggy Hopkins Joyce reveals the secrets of her loveliness.

There follows a page of fashion articles by the ultra-stylish Peggy Hopkins Joyce. These will prove of paramount interest to every woman and are illustrated with photographs of Miss Joyce wearing the beautiful gowns that enhance her incomparable figure in "The Sky Rocket." These special pages are followed with a dozen pages of the usual publicity material, such as current and advance stories on the production, reviews, shorts, catch lines, etc.

Unusual care has been lavished on "The Sky Rocket" advertising material. There are five pages of display and copy in all sizes from a one-column cut to a half-page layout, and all have been designed and arranged so that they are interchangeable. The campaign book closes with eight pages of the pictorial accessories reproduced in their original colors. There are two 24-sheets, two 3-sheets, two 1-sheets and a 6-sheet, in addition to two styles of heralds and several groups of lobby cards, window cards, etc.

"Gerry" Akers Joins Independent Ranks

Buys Interest in Standard Film Exchange; Will Handle Sales.

G. E. Akers, well known in this territory, through his former connection in an executive capacity with Paramount and Universal, has re-entered the film business. Mr. Akers, or "Gerry," as he is popularly known, has bought an interest in the Standard Film Exchange, according to an announcement made Monday by Frank J. Warren. Akers will handle the sales of the Standard product.



G. E. AKERS

Gerry, who needs no introduction to exhibitors in this territory, has been in the film business for fifteen years and knows it from the ground up. He has served in every capacity in an exchange, starting as a shipping clerk, and he claims that he did not miss a department on the way.

Through his connections and experience in the past, both in operating exchanges and handling theatres, he is well qualified to know what exhibitors need. "Further," states Gerry, "I know where and how to buy it. And my experience together with Mr. Warren's should enable Standard to furnish the exhibitor product at a price that will enable him to make a profit."

Mr. Akers further stated that Standard would continue to make a sincere effort to secure only the best pictures in the outdoor market, as well as comedies and serials. Mr. Akers promises an announcement within the next two weeks that will be of interest to every exhibitor in this territory.

Jack Langan retains his interests and position with Standard, but, because of his other interests with Mr. Warren, could not devote his full time to Standard. Langan says he will be ready to sell 'em anything from the Standard shelves.

Miss Lake of the Kansas City P. D. C. Exchange office staff, was back at her desk this week following a recent illness.

Bandits Get \$900 From Midland Co., Hutchinson

Force H. E. Ulrich to Open Safe on Threat of Life.

Hijackers entered the main offices of the Midland Theatre and Realty Company at Hutchinson, Kas., last week, and after forcing Mr. and Mrs. H. E. Ulrich to accompany them on a wild ride in a motor car, persuaded them to return and open the safe on threat of their lives. The thieves scooped up about \$900 and made their escape.

According to Ulrich, the bandits threatened to kill him unless he gave them the combination of the safe. Ulrich is general manager of the Midland Company.

This is the second large robbery in the Kansas City territory in the past few weeks. The Linwood Theatre here was held up two weeks ago and suffered a loss of \$900 of the week-end receipts.

Shire and Harding Plan St. Joseph, Mo., House

Eli Shire, who is interested with Famous Players in the Lincoln Theatre, Lincoln, Nebr., is reported to be concluding arrangements for the construction of a theatre at St. Joseph, Mo. Sam Harding, president of Capitol Enterprises of Kansas City, is associated in the project. In verifying this report, Mr. Harding stated that although no definite plans could be disclosed at this time the report was true.

TOM BYERLE IMPROVING.

Tom Byerle, First National manager here, was reported to be slightly improved this week by physicians at Research hospital. He has been critically ill with typhoid fever. Although he is still regarded to be in danger, his many friends are more hopeful that he will pull through.



Distributed by
Independent Film Corp., K. C., Mo.

20 Years an
Exhibitor



The
Friendly Hand

Pictures about Pictures



A tense moment is this scene from "The Cohens and the Kellys," a Universal-Jewel production. On the sofa is George Sidney, who plays Cohen. On the right is Bobby Gorden, and next to him is Nat Carr, brother of Alexander Carr. Third from the left is Blanche Fisher, the Omaha S. A. F. Beauty Winner.



Frank Butler, Lincoln Stedman and Nealy Edwards in "Made for Love," a Paul Sloane Production presented by Cecil B. De Mille, starring Leatrice Joy for Producers Dist. Corp. release.



Zazu Pitts, featured player in Metro-Goldwyn-Mayer productions.



Sergt. Boes, U. S. Army, allowing himself to drop 1500 feet from an aeroplane before opening his parachute. From an International Newsreel issue released by Universal.



New 3,000-Seat Theatre May Solve Independent Outlet Situation in St. Louis Circuit Jam

Grand and Delmar Boulevards the Site For Proposed House.

Grand Boulevard in St. Louis is to have a 3,000-seat independently operated first-run picture palace. Confirmation of rumors to this effect has been obtained, but for the present the identity of the operating company is being withheld.

The new theatre will be a part of a large office building, to be erected at the northwest corner of Grand Boulevard and Delmar Boulevard, by the Knights of Pythias. The plans have been prepared by a prominent downtown architect.

A complete agreement as to the details of the proposed theatre has been reached, including the expenditure and seating capacity, etc., but all of the papers have not yet been signed.

The new theatre is expected to have far reaching effect, and should solve the first-run problems of many prominent producers and distributing corporations

who have not now an adequate and satisfactory first-run outlet for their product in St. Louis.

It may also have some bearing on the future policy of William Fox in St. Louis, as well as that of Universal Pictures.

Fox is scheduled to visit St. Louis within the next few days to discuss the local first-run situation with Joseph Mogler, president of the St. Louis Motion Picture Exhibitors League, and other members of that body who have sought to discourage Fox from going through with his contemplated 4,000-seat theatre at Grand and Washington boulevards.

Universal is also said to be dickering for a first-run theatre in St. Louis and several months ago had on a deal for the Grand Central, owned by Skouras Brothers Enterprises.

Balaban and Katz Buy Big Quincy Theatre

St. Louis film circles have been informed that Balaban & Katz have taken over the Washington Square Theatre in Quincy, Ill. The price paid has not been revealed, but it is said to have run well into six figures.

The Washington Square is the newest of Quincy's theatres and ranks with the finest in that section of the Middle West. It has shown feature pictures in conjunction with vaudeville.

It is anticipated that Joseph Desberger will continue as manager of the theatre.

GEM THEATRE, MARISSA, ILL., HAS NOT CHANGED MANAGEMENT.

Someone, either carelessly or maliciously, gave to the St. Louis correspondent of THE REEL JOURNAL the news item which appeared in the January 16 issue that Noah Bloomer of Belleville, Ill., had taken over the Gem Theatre at Marissa, Ill. The facts, as a letter from Frank A. Finger of Marissa informs us, "there has been no change in the management of our theatre and we do not figure in making one."

Mr. Finger is of the belief that some one intentionally gave out the wrong information for "personal" reasons. If such is the case it is a practice that should be stopped.

Grand Theatre, Duquoin, Total Loss By Fire

The Grand Theatre, Duquoin, Ill., was destroyed by fire on January 14. An overheated furnace is believed to have been the cause. The fire started about 5:15 p. m., an hour before the usual opening for the evening show.

The theatre was the property of the Reid-Yemm-Hayes Circuit and seated approximately 1,200 persons on two floors. It was erected but a few years ago at an estimated cost of \$150,000.

FLOYD LEWIS, NEW DISTRICT CHIEF FOR ARROW PICTURES

Floyd Lewis, formerly district manager for Associated Exhibitors in this section has been appointed district manager for Arrow Pictures and will make his headquarters in St. Louis.

Lewis is one of the veterans of the local film colony and knows this territory very well. He is regarded very highly by the exhibitors.

Roy Dickson, who has been manager for Associated Exhibitors here for the past twenty months, resigned January 16, to take charge of the local Arrow office.

BRIGHT BITS and NEWSY NOTES

The equipment of Knapp & Crank's Morris Opera House, Elsberry, Mo., has been taken over by T. C. Knapp.

Mr. and Mrs. Spyros Skouras are exhibiting a new feature in their home. They say that this latest attraction is a "howling success." It is entitled "Our Little Girl." Release date January 7, 1925.

Houses in this territory that have closed recently include: Liberty, Frankford, Mo.; Baker's Theatre, Sigel, Ill.; Tower Hill, Ill.; Advance Theatre, Advance, Mo.; Home Theatre, Bluffs, Ill.; Opal Theatre, Dale, Mo.; Palace Theatre, Macon, Ill.; and Palmer Theatre, Palmer, Ill.

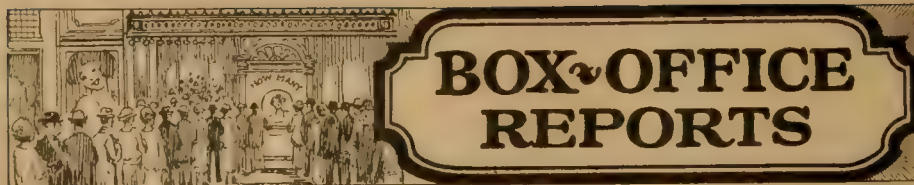
Out of town exhibitors seen along Picture Row during the week were: S. Roman, Bould, Ill.; Oscar Wesley, Gillespie, Ill.; C. W. McCutcheon, Sikeston and Charleston, Mo.; Mr. and Mrs. I. W. Rodgers, Cairo, Ill., and Poplar Bluff, Mo.; Harry Evans, Glen Carbon, Ill.; T. M. Francis, Charleston, Ill.; G. Schmidt, Pocahontas, Ill.; S. E. Pertle, Jerseyville, Ill., and Sam Hallowell, Assumption, Ill.

S. W. Brown has sold this theatre in Cabool, Mo., to C. E. Brawner.

A film truck delivery service from St. Louis to points in Southeast Missouri along State Highway No. 9, was started during the past week. Towns served include Flat River, Festus, Herculaneum, Crystal City and Farmington. Practically all of the theatres in that section have arranged for the new company to handle their films. It gives them quicker and surer service on pictures.

Mrs. I. W. Rodgers of Cairo, Ill., has inherited ten acres of land in Florida, and plans to make a trip to the Sunny South to inspect her new holdings.

George Linn, who claims to have operated the first permanent motion picture theatre in St. Louis, Mo., plans to shortly join the ranks of the Benedicts. His bride to be is from Riverside, Cal. The date for the nuptials has not been announced. Linn's theatre was the Nightingale and was located on South Broadway about the time of the World's Fair in St. Louis. It occupied a converted store building and had a few hundred seats.



F. B. O.

Wild Bull's Lair, Fred Thomson.—Went over with a bang. One of the best entertaining pictures we have ever used. Plenty of comedy action with Silver King, the wonder horse.—J. P. Saunders, Cheney, Cheney, Kas.

Silk Stocking Sal, Evelyn Brent.—An exceptional heart interest action drama. Miss Brent is a real star.—J. P. Saunders, Cheney, Cheney, Kas.

Tearin' Through, Richard Talmadge. Without a doubt one of the greatest action stunt pictures ever released.—J. P. Saunders, Cheney, Cheney, Kas.

Girl of the Limberlost.—Broke the house record for a year and certainly pleased them all.—J. P. Saunders, Cheney, Cheney, Kas.

The Air Hawk, Al Wilson.—A real honest-to-goodness aeroplane thriller.—J. P. Saunders, Cheney, Cheney, Kas.

The Bandit's Baby, Fred Thomson.—Another hit from Fred Thomson and Silver King. Went over big.—J. P. Saunders, Cheney, Cheney, Kas.

FIRST NATIONAL.

Classified, Corinne Griffith.—This one fine. Boost it for it's a dandy. Will satisfy any audience.—L. D. Metcalf, Grand, Ash Grove, Mo.

Unguarded Hour, Milton Sills.—This one good. A little spicy but some like it that way.—L. D. Metcalf, Grand, Ash Grove, Mo.

When A Man's A Man, First class Western.—Drew a big house. Print and Adv. good.—Hanna & Marty, Community Theatre, Courtland, Ks.

Sundown, Bessie Love.—Had quite a number of favorable comments on this one. Played against revival meeting to fair sized crowds. Print good. Advertising O. K.—E. O. Peeler, Pastime Theatre, Protection, Ks.

Circus Days, Jackie Coogan.—The pic-

ture was fine and pleased well. Print good.—J. H. Kelso, Baxter Theatre, Novinger, Mo.

Why Men Leave Home, Lewis Stone.—Attendance good. Picture fine.—Reel Theatre, Oswego, Kas.

Halfway Girl, Doris Kenyon. One of the most satisfactory pictures ever run. Print good.—John Egli, Hickory Theatre, St. Joseph, Mo.

If I Marry Again, Doris Kenyon. A very good picture that pleased a fair sized crowd. Print and accessories good.—R. D. Strickler, Wickiser Theatre, Craig, Mo.

Classmates, Richard Barthelmess.—One of the best pictures we have played in a long time. Print good.—Ray Bo-ward, Olympic Theatre, Utica, Kansas.

Abraham Lincoln.—One of the best shows we have had the pleasure of showing. Print good.—W. H. Hardman, Royal Theatre, Frankfort, Kansas.

New Toys, Richard Barthelmess. Everyone seemed to enjoy it. Had a good turn out for Tuesday show. Print good.—C. H. Schupp, Princess Theatre, Buncheon, Mo.

White Moth, Barbara LaMar.—Pleased a large audience which came out to see it in stormy weather. Print very good. Accessories good.—H. M. Welk, Star Theatre, Altoona, Kansas.

Making of O'Malley, Milton Sills.—This is a very good picture. Seemed to please 90% of people. Print good. Business good.—C. E. Munn, Linwood Theatre, Tarkio, Mo.

Manhandled, Gloria Swanson.—Very good picture. Gloria draws good here. Picture satisfied.—C. C. Golden, Missouri, La Belle, Mo.

When A Man's a Man, John Bowers.—This is a splendid picture. Pleased 100%. Print extra good.—C. J. Thompson, Electric Theatre, Alexander, Bazine, Nekom & Rush Center, Kansas.

Desert Flower, Colleen Moore.—Print in fine condition. Picture pleased as do all First National attractions.—Ed Smith Cozy Theatre, Minneapolis, Kansas.

Woman On the Jury, Sylvia Breamer.—Good acting. Good plot. Good entertainment. Pleased 90%. Print and advertising good.—Grubbs & Whitman, Elmer Theatre, Elmer, Mo.

Lost World.—A really wonderful picture. Print good. Advertising exceptional.—Grand Theatre, Oak Hill, Kan.

Love Master, Strongheart.—An extra good show and pleased all. Print and accessories good.—E. V. Wheeler, Coze Theatre, Burr Oak, Kansas.

INDEPENDENT
(In K. C. Territory)

Kenneth McDonald Pictures—All pretty good for me so far. They are good action pictures, and if this type goes over for you they will make money.—J. H. McGrath, Indiana, K. C., Mo.

Three Keys.—Extra good. One of the best crook comedy dramas I've ever run.—J. H. McGrath, Indiana, K. C., Mo.

White Man, Mae Busch and Kenneth Harlan.—A good picture. Kenneth Harlan heads a good cast.—J. H. McGrath, Indiana, K. C., Mo.

P. D. C.

Charley's Aunt, Syd Chaplin.—Just a fair comedy picture. Those who saw it liked it. Nothing to rave about, but will get by if you keep your price down.—J. I. Wright, Rex, Bevier, Mo.

Charley's Aunt, Syd Chaplin.—"Charley's Aunt" went over big. In fact, the best picture we have had yet. We would like to arrange a return date on this one.—Odd Fellow's Hall, Dresden, Kas.

P. D. C. GETS BIG NOVEL.

The acquisition of story material of more than usual interest was recorded this week in the purchase of George Agnew Chamberlain's new six part serial, "Man Alone," for production as a Metropolitan picture, to be released through Producers Distributing Corporation.

The first of the six installments of "Man Alone" was published in last week's issue of The Saturday Evening Post and in March it will be published in book form by George Putnam.

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Remarks:

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Sunday, Jan. 17

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Rain and Colder

Temperatures:

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3 P. M.	36
7 P. M.	34

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